

A Creative Director with over 25 years of experience, offering expertise in shaping & enhancing brand awareness. Unique perspective as a NYC certified Minority Women-Owned Business owner underscores my commitment to diversity and inclusion.

Education • **PARSONS SCHOOL OF DESIGN**

BFA Communication Design - 2001

Active mentorships + engagement as a New School Alumni

Creative Director • 04-present • **7ONE8 DESIGN**

Led creative direction for 200+ clients, overseeing brand identity, marketing strategies, and creative campaigns across print and digital platforms. Key accomplishments include:

Strategic Narrative Development: Proficient in translating evolving brand narratives and visuals into robust communication strategies, ensuring alignment with the overarching brand strategy.

Team Leadership: Effectively mentored cross-functional teams, fostering collaboration to guarantee a unified brand perception and seamless user experience.

Project Management Excellence: Skilled in project management for strategic initiatives, demonstrating resourcefulness under budgetary constraints.

Data-Driven Insights: Leveraged customer insights and online analytics to measure marketing success and drive strategic adjustments in brand communication.

Print Expertise: Streamlined print collateral development processes and template creations, enhancing the organization's capacity to produce and deliver print assets effectively.

Digital Visionary: Set the tone for user-centered websites, e-commerce platforms, and digital assets, significantly strengthening brand presence in the digital sphere.

Social Media Prowess: Proficient in establishing comprehensive brand voices across diverse social media channels, maintaining a cohesive brand image.

Notable recent projects include:

OFFICE OF STUDENT PATHWAYS, NEW YORK CITY PUBLIC SCHOOLS

Led branding initiatives, providing cutting-edge college and career resources for school-based staff to better prepare students for life beyond graduation.

Creative Direction & Illustration: Provided creative direction and illustrations for various projects, ensuring alignment with the organization's mission.

Website & Email Marketing: Implemented email marketing strategies and best practices to promote college and career resources online.

Print & Merchandise Design: Developed visually compelling print and merchandise in multiple languages to communicate key messages effectively.

DROPPING SEEDS MULTI USE HERBAL BLENDS

Spearheaded the development of brand messaging, product development, packaging, digital strategy as well as customer service and shipping of an holistic online herbal blend line.

E-commerce Growth: Designed and programmed user-centered e-commerce websites that significantly increased conversion rates and revenue.

Affiliate and Email Marketing: Launched and developed global affiliate and email marketing programs, contributing to substantial business growth.

Social Media Management: Fully managed the company's social media presence on various platforms, ensuring consistent and engaging content.

AFROPUNK FESTIVAL

Led creative operations, online branding, and social media content while establishing structured departmental processes for an annual music and lifestyle festival.

Brand Management: Managed the creation of an influential brand image through the design of festival collateral, website and environmental graphics.

Social Media Strategy: Headed the social media calendar and content, effectively engaging with the audience and growing followers.

Team Leadership: Led designers, programmers and sales team to establish action-oriented goals, resulting in high level teamwork and interpersonal skills

CITY UNIVERSITY OF NEW YORK ACCELERATED STUDY IN ASSOCIATE PROGRAMS

Developed and implemented a cohesive marketing plan to increase brand awareness and student growth of a City University program for associate-degree students.

Creative Strategy: Drove development of brand, creative assets and messaging across all channels while training key team members to maintain brand consistency in print and online.

Integrated Marketing: Managed integrated email and social media marketing campaigns with creatives and media, effectively enhancing brand visibility.

Educational Material Design: Designed and illustrated Posters, Flyers, Annual Report and Curriculum Binders and Workbooks, contributing to student and teacher success.

Freelance Senior Designer • 01-04 • Various

Collaborated with various clients, including L'Oreal, Bayer Pharmaceuticals, Desiron USA, and American Banker, on diverse brand projects.

Brand Development: Contributed to developing and enhancing brand identities for clients across various industries.

Online and Print Design: Executed online and print projects, delivering innovative concepts and designs for creative assets.

Cross-Functional Collaboration: Worked with cross-functional teams to ensure communication consistency and successful project outcomes.

Associate Creative Director • 00-01 • CHELSEA PIERS

Worked closely with the Creative Director to develop promotional materials and creative strategies, effectively attracting more customers and promoting the 28 acre sports and entertainment complex.

Promotional Material Development: Contributed to the development of effective promotional materials, enhancing brand visibility and attracting new customers.

Collateral Management: Managed in-house collateral and design requests, ensuring the brand's consistent representation.

Creative Collaboration: Collaborated with team members to create print, packaging, and digital materials, delivering innovative design solutions.

Graphic Designer • 99-00 • MEIGHER COMMUNICATIONS

Assisted senior teammates in brainstorming, layout design, and production for a publication company.

Innovative Layouts: Contributed to the creation of innovative magazine layouts, enhancing content presentation.

Software Proficiency: Developed expert-level skills in Adobe Creative Suite, QuarkXPress, and Microsoft Office.

Team Collaboration: Effectively collaborated with senior designers to ensure the success of magazine design projects.

Junior Designer • 97-99 • NEURCORP

Collaborated with the Project Manager to design creative assets for go-to-market experiences and managed in-house collateral.

Go-to-Market Assets: Contributed to the design of creative assets for successful go-to-market experiences, enhancing brand visibility.

Collateral Management: Managed in-house collateral, including stationery and PowerPoint presentations, ensuring consistency.

Website Management: Handled the inputting and maintenance of the company website, delivering an effective online presence.

Knowledgeable Skills • 25+ Years

Adobe Creative Suite | Microsoft 365 | Google Workspace | Figma | Wordpress | Shopify | ZohoDesk | MailChimp | SmartSheet | Salesforce | AirTable | Zoom